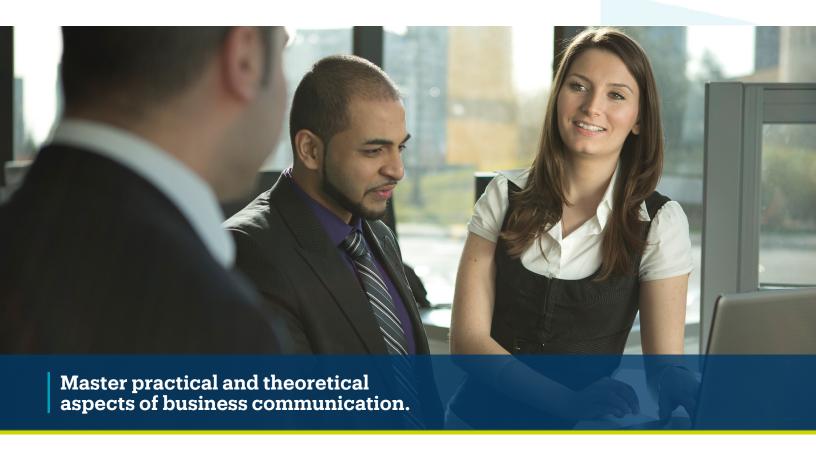
Sheridan

Public Relations -Corporate Communications

Ontario College Graduate Certificate | 1 year **Trafalgar Road Campus (Oakville)**







Making statements that matter

Can corporate communications be considered an art form? That's how Sheridan approaches the subject. It's a unique approach among business communications programs, and it produces student work that stands out. The courses in this program feature hands-on, project-based assignments. You'll be working for real-world clients, not just doing classroom exercises.

Hands-on, projectbased assignments

- Write persuasive and informative copy for internal and external publications, news releases, conference presentations, speeches and public service announcements.
- Express yourself in a variety of public forums such as media interviews and news conferences.
- Create websites, blogs, podcasts, video content, email blasts and other online communications.

Fast-track to employment

It takes less than a year to earn a Public Relations - Corporate Communications graduate certificate from Sheridan. You'll build a portfolio, get real-world experience and master both practical and theoretical aspects of business communications. You'll spend the last five weeks of the program in an onsite job placement, working with professionals.

Career Opportunities

Our recent graduates work in such industries as: health care, education, pharmaceuticals, technology, financial services, manufacturing, retail, and visual and performing arts.

SAMPLE JOB TITLES

Public Relations Specialist Internal Communications Coordinator Senior Writer Account Manager Media Relations Officer Social Media Coordinator Event Planner Press Agent

Courses

SOME OF THE COURSES YOU CAN EXPECT TO TAKE IN YOUR PROGRAM

Writing for Public Relations

Communication Design and Technology
Issues and Crisis Management

Strategic Communication Planning Social Media Technology for PR Special Events Planning

How to apply:

5 easy steps

- 1 Find your program
- Check the admission requirements
- 3 Apply online
- 4 Submit your documentation
- 5 Accept your offer

Ready to get started?

apply.sheridancollege.ca



Visit us!

Come say hello and get a feel for your future! We offer:

- Campus Tours (in-person & virtual)
- Open Houses in the Spring and Fall
- Weekly webinars
- Appointments with Career Advisers



experience.sheridancollege.ca

Admission Requirements

Program Eligibility

- Postsecondary 3-year advanced diploma or
- Postsecondary 3- or 4-year degree or higher
- · Postsecondary 2-year diploma* and/or
- Demonstrated competence through educational experience and/or related work experience in the communications field.*

Applicant Selection

*Applicants who apply with a postsecondary 2-year diploma or work experience will be requested to submit a supplemental admission requirement (submission). The Office of the Registrar will update your application in the Sheridan Application Portal to let you know if a submission is required.

The submission must include:

- · Written statement of intent
- Three writing samples (published or unpublished)
- Resume (detailing related work and/or volunteer experience and computer skills)

The statement of intent should argue the applicant's suitability for a profession in corporate communications and outline business/work experiences, and personal/professional goals. Students are expected to meet high copy editing standards.

An applicant assessment fee will be applied.

English Language Proficiency

All applicants whose first language is not English must meet Sheridan's English proficiency requirements.

Refer to the website for full admission requirements.